Xpletive, Inc. **ATTACHMENT B** **National Park Service**
T--T006 - Multimedia Planning and Production Services
Solicitation Number: N1143080022

4. Comprehensive Plan

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Background

We started our studio in 1998 by providing animation and visual effects as Red Gypsy Animation. At that time, we were mostly working on feature film projects. By 2002, the vast majority of our production work for the entertainment industry had shifted to shows that air on the Discovery, History and National Geographic channels. We designed the Emmy-nominated Discovery Channel's Monster Garage and Monster House opening title sequences. The shift to educational work was natural since we really understand how to do great "how it works" shots and have since honed our skill on hundreds of these types of shows. Our artists add beauty and excitement into the explanatory sequences of science, technology and historical segments while conveying the critical information required for the storyline.

Following several smaller interactive projects, our first large scale interactive development projects started in 2000 for Mattel's Barbie – both for the internet and as video games. This was followed by a large scale interactive internet game for Britney Spear's website and more interactive webisodes for Barbie. By 2006 we were applying our designs and talents to location-based entertainment. Our team developed 14 of the interactive exhibits and assisted in the development and design of 3 additional interactive exhibits at the Springs Preserve in Las Vegas, spanning the spectrum of multimedia to full 3D video gaming. Our designs and implementation proved to transcend the simple multimedia approach and deliver a deeper interactive experience.

We recently finished work for an immersive virtual flight experience using just your hand to fly through it which was used at the 2008 Beijing Olympics. The British Columbia Explorer was a successful breakthrough technology exhibit at the British Columbia Canada Pavilion and there are plans to enhance it for the 2010 Vancouver Olympics.

As of January 2008 we have changed our name to Xpletive, an "edgier" branding that we feel better represents our studio's future in location based media. So although our origins were primarily in animation and visual effects for educational networks, over the past few years we have pursued developing interactive experiences more than ever and our studio has evolved into a consummate blend of art and technology. We are just as adept at developing complex interactive projects with c-level programming as we are at creating stunning productions that include animation and visual effects.

Xpletive is a WBENC Certified Woman-Owned Small Business. Certificate #2005110008.

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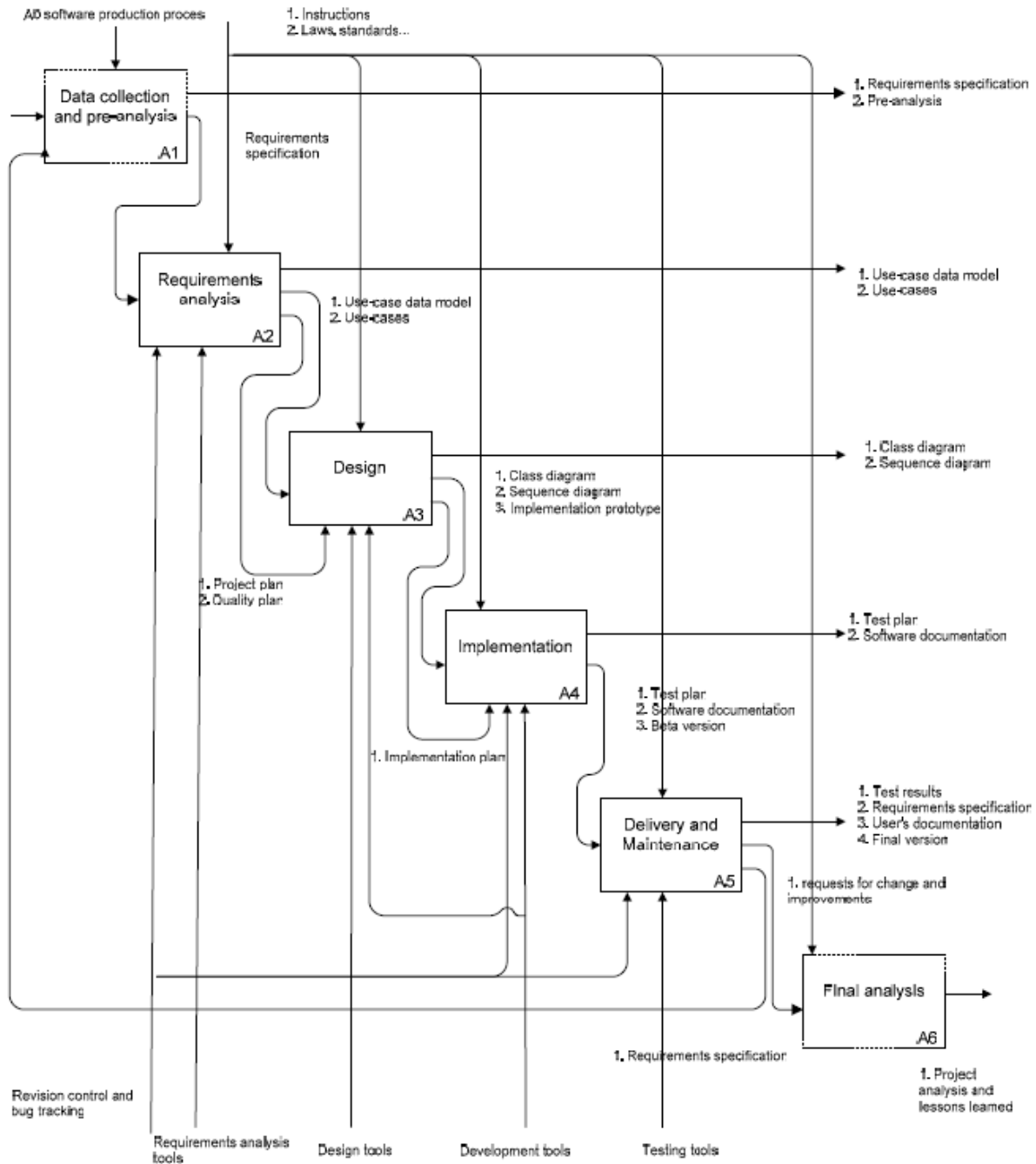**Solicitation Number:** N1143080022

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Capabilities

We are a full service, turn-key media solution for location based projects. Our services include film and video production, game development, 3D animation & digital visual effects, back-end/database development, motion graphics, multi-media, editorial, DVD authoring, web development and sound design.

Our small studio maintains a high definition editorial/finishing suite, a dedicated "over-the-shoulder" composite bay, 15 workstations for digital artists or programmers and a server room with close to 50 servers for file storage or network rendering. Aside from 2 Apple systems, all workstations and servers are Windows based.

We utilize a host of the latest software; for editing/finishing we use Apple Final Cut Pro HD and Color, for compositing and motion graphics we use Eyeon Digital Fusion and Adobe After Effects, for 3D animation we use AutoDesk Maya and 3DS Max, for design/2D graphics we use Adobe Photoshop, InDesign, Illustrator and Microsoft Visio, for sound design we use Apple Soundtrack Pro, for programming we use Microsoft Visual Studio, for development environments we use Apple DVD Pro, Adobe Director, Flash and Cold Fusion, Microsoft XNA and .netFramework, Garage Games Torque, 3D Game Studio A6, and many more…, for tracking and version control we use Microsoft Project and Softimage AlienBrain.

Project Management

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Xpletive uses a well-established spiral software development process based on the Rational Unified Process.

On the previous page is an example of our software development process. Process steps A1-A5 may be, and usually are iterative, thus forming a spiral development model. The number of these iterations is agreed in advance (step A1) with the client.

Each of the iterations in our process requires client feedback and collaboration. Since the total number of iterations is agreed on a per project basis, the exact number of times that we review each project is determined in the planning stage but there are always at least 5 reviews, usually more.

The process for the actual reviews is varied; depending on our distance from the client, the stage of development and if any specialty hardware is required for the exhibit to function. We prefer a face to face meeting whenever possible so the established goals of the review can be kept in focus while getting as much feedback as possible in a supported and controlled situation.

Normally we have four "published" iterations for each exhibit, the Interactive Mockup, the Alpha Prototype, the Beta Version and the Final Exhibit. After completing a mockup, our first goal in the development process is to create a test bed that has limited capabilities but is functional, allowing immediate testing of the developed features. We usually call this an "implementation prototype". It is an output from step A3. Afterwards, we enter into a step where lots of small spirals are spun, resulting in an application in which structure remains the same and is working, but additional features are continually added to this framework.

Outsourcing

We have a long history of working with freelancers, sub-contractors and vendors. One of the benefits of working in the Los Angeles area is the broad availability to locally outsource elements of a project. We have not limited ourselves to local outsourcing however and as an example; our last project consisted of a team we built from Los Angeles, California - Victoria, British Columbia – Atlanta, Georgia – Toronto, Ontario – Newark, New Jersey and even Zagreb, Croatia. Although we can produce podcasts, audio tours and videos without difficulty, we would likely sub-contract larger video production pieces out to one of the many production companies that we work with on broadcast projects.

Design

From the evolutionary to the revolutionary, we track emerging technologies from all over the world. Even then, just knowing about the next generation of technology isn't really enough; we make certain that we really understand them and clearly envision how they can be innovatively used to make better exhibit experiences. It is our ability to leverage these immersive technologies that makes us unique. We feel that it is not only important to track the possibilities that these new technologies have to offer, but we must also anticipate their consequences. This means foreseeing the paradigm shifts in how society as a whole will use emerging technology and how those changes will ultimately affect the visitor's behavior. Problem Solvers - Getting a visitor's interest is our primary design goal. It is our philosophy at Xpletive that experiences should not be designed to deliver information as the principle objective but

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rather it should inspire them to want to learn more. These days getting information on almost any subject is easy, but getting someone interested in learning about that subject is tough. There are no universal formulas but the three basic elements are always there; immersion, story and emotion. First, the experience must be as immersive as possible, so the visitor can suspend their disbelief. Second, the story must be compelling as the visitor must be drawn into the subject matter. Finally there needs to be an emotional hook, people rarely change their behavior (as in developing a new interest) without experiencing an emotional trigger first. At Xpletive we strive to provide that emotional trigger.

Licensing

In accordance with *Section 7, Acquisition of Materials and Section G, Rights in Data*, we are experienced in researching and complying with legal terms of use in regards to handling licensing and releases. We do attempt to utilize public domain media and open source data whenever possible and most, if not all of our projects have taken advantage of this in the past. All of the original documentation of this nature is transferred to the client upon delivery of the accepted project.